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| Investment / Sponsorship Opportunity Title | Routes 2 Life | Number | 029 |
| Originator's name | Rhiannon Perkins | Validated | 20 May 2013 |
| Originator's organisation | Groundwork Caerphilly | Date | 18 April 2013 |
| Email Id | rhiannon.perkins@groundwork.org.uk | Tel. No. | 01495 222 605 |

WHAT IS THE OPPORTUNITY (e.g. wildlife, plant life, site, attraction, facility or role etc. in the Valleys Regional Park)? Please also provide a jpeg quality photo if applicable / possible.

To support Routes 2 Life, a RDP-funded programme that supports individuals and groups develop skills in horticulture, traditional countryside skills and carpentry. The programme delivers training for individuals hoping to develop their employment prospects, self-esteem and general well being. Routes 2 Life is targeted to deliver training (formal and informal) to beneficiaries.

The Aims for Routes 2 Life include:

- Increased confidence and skills within disengaged rural clients.
- Increased employability potential in local rural residents
- Increased awareness of growing techniques
- Increased knowledge of green/ land based practical skills
- Increased understanding of the values to locally grown produce
- Increased health benefits of local rural residents

Support for this programme will help us continue engaging with low skilled and disengaged residents. Beneficiaries join us at our sites where staff teach them techniques relevant to their career aims and interests. Vegetables grown at the horticulture site and craft items produced from the carpentry workshop are sold to contribute to the running costs of the programme but the programme is only 78% funded by RDP so we would welcome support from any organisation who could contribute to the running costs of the programme.

Beneficiary case study

Chris 30 (volunteer since mid 2010)

"I used to really be into fitness and sport. I played football, did an NVQ 2 in leisure and worked as a fitness and training instructor. Because of my mental health problems I had to give that up. I am now living in supported accommodation and my manager suggested volunteering because I wasn't doing anything. She thought Routes 2 Life would suit me because I used to with my father on his allotments.

On my first day I thought everything was too much of a challenge. I thought I wouldn't be able to stick out the day. But I did and as time went on I enjoyed it so much I wanted to stay longer. The best job is doing the greenhouse work and I have also just built a herb garden. I really like a challenge and being able to achieve it makes me feel great."



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1. WHERE IS THE LOCATION?

We have two locations, a horticulture site in Cwmfelinfach and a carpentry workshop in Aberbargoed. However, clients from designated rural wards throughout Caerphilly County Borough attend both sites. Routes 2 Life staff will sometimes travel to other areas in the Borough to carry out development work with a community.

Over 80% of the Caerphilly County Borough is designated as rural. Routes 2 Life will work with any residents who want to engage from rural areas. Rural wards are:

Aberbargoed,
Abercarn,
Aber Valley
Argoed
Bedwas, Trethomas and Machen
Crumlin
Darran Valley
Llanbradach
Maesycwmmmer
Moriah
Nelson
Newbridge
New Tredegar
Penyrheol
Pontlottyn
St Cattwg
St James
Twyn Carno

2. PLEASE INDICATE WHAT TYPE OF SUPPORT IS REQUIRED:

In-kind support required?

NO

If YES, please indicate what type of support is required and the benefits this will provide

Financial support required?

YES

If YES, please indicate the value of the support required and the benefits this will provide

Routes 2 Life is 78% funded by Rural Development Plan. We apply to external funders to meet the shortfall in costs and also sell goods produced from both sites. Any financial support from an



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organisation would contribute addressing the shortfall of £16,000 to deliver the programme until September 2014. This will contribute to both capital and revenue costs which include salaries, materials, maintenance of machines and equipment, land rent, training of beneficiaries and reimbursement of their travel costs.

3. HOW WILL THE INVESTOR / SPONSOR BENEFIT?

Sponsorship of the programme will allow investor to reach a large community audience. For example the programme will reach a large community and the organisation would benefit from the increased exposure of its brand, whilst also promoting its corporate social responsibilities. **Staff on the programme engage with other funders, customers buying products at sales events, beneficiaries of the programme and organisations who refer clients to the programme. We would ensure that we communicate information about funding received to these key stakeholders. This would ensure that any investor has a wide exposure to these groups and individuals.**

Routes 2 Life staff will inform individuals and groups they work with that the programme has been part financed by your organisation, and/or the programme name can reflect the supporting organisation. All promotional material could also include the partners. **Promotional material produced includes leaflets, pop-ups, facebook and twitter. Groundwork Caerphilly is currently developing its' own website to promote programmes and activities which we hope will have a wide reach. We will be in control of the content of the website and intend to update information on the site on a regular basis.**

We work with a varied range of groups but the main groups and partners we engage with are Caerphilly County Borough Council, the Rural Development Plan Partnership, local schools and colleges, young people support services (including Include and the Passport Programme), Gwent Association of Voluntary Organisations (GAVO), Careers Wales, Jobcentre Plus and local food and craft suppliers and producers. This list is not exhaustive and as external organisations change focus or offer different programmes we seek to build on good relationships and work together.

Any investor should also be aware that any donations they make will contribute to beneficiaries receiving formal qualifications.

As this programme is not fully funded we rely on external funding and investment. If we were to receive investment from a company we would ensure that we made all stakeholders aware of extra sources of funding.

4. WHY SHOULD THIS INVESTMENT / SPONSORSHIP OPPORTUNITY BE A HIGH PRIORITY?

This is an excellent opportunity for an organisation to support a unique programme in South Wales that is generating interest from the local communities, local press and national organisation. The programme educates local people about our rural environment and how it impacts on the whole region. The programme is starting to reach a wide audience and is planning to expand its reach once



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the current phase is completed. South East Wales.

5. ANY OTHER COMMENTS?

6. PLEASE PROVIDE A LOCAL NAME AND CONTACT DETAILS FOR MORE INFORMATION

Rhiannon Perkins, RDP Programme Manager, Groundwork Caerphilly

rhiannon.perkins@groundwork.org.uk 01495 222605



Llvwodraeth Cymru